Abadie, A., Chowdhury, S., Mangla, S. K., & Malik, S. (2024). Impact of carbon offset perceptions on greenwashing: Revealing intentions and strategies through an experimental approach. *Industrial Marketing Management*, *117*, 304–320. https://doi.org/10.1016/j.indmarman.2024.01.001

Acuti, D., Lemarie, L., & Viglia, G. (2023). The impact of communication and proximity on citizens’ sustainable disposal of e-waste. *European Journal of Marketing*. https://doi.org/10.1108/EJM-06-2023-0454

Amatulli, C., De Angelis, M., & Donato, C. (2021). The atypicality of sustainable luxury products. *Psychology and Marketing*, *38*(11), 1990–2005. https://doi.org/10.1002/mar.21559

Amatulli, C., De Angelis, M., Pino, G., & Guido, G. (2020). An investigation of unsustainable luxury: How guilt drives negative word-of-mouth. *International Journal of Research in Marketing*, *37*(4), 821–836. https://doi.org/10.1016/j.ijresmar.2020.03.005

Antonetti, P., & Maklan, S. (2014). Exploring Postconsumption Guilt and Pride in the Context of Sustainability. *Psychology and Marketing*, *31*(9), 717–735. https://doi.org/10.1002/mar.20730

Baker, M. A., Shin, J. T., & Kim, Y. W. (2016). An Exploration and Investigation of Edible Insect Consumption: The Impacts of Image and Description on Risk Perceptions and Purchase Intent. *Psychology and Marketing*, *33*(2), 94–112. https://doi.org/10.1002/mar.20847

Balabanis, G., Stathopoulou, A., & Chen, X. (2024). A cross-cultural examination of sustainable luxury consumption: a comparative study of social norms, self-control and future orientation in the UK and China. *International Marketing Review*. https://doi.org/10.1108/IMR-01-2024-0009

Balderjahn, I., Hoffmann, S., & Hüttel, A. (2023). How empowerment and materialism contribute to anti-consumers’ well-being. *European Journal of Marketing*, *57*(4), 1186–1218. https://doi.org/10.1108/EJM-04-2020-0284

Behl, A., Pereira, V., Jayawardena, N., Nigam, A., & Mangla, S. (2024). Gamification as an innovation: a tool to improve organizational marketing performance and sustainability of international firms. *International Marketing Review*, *41*(1), 107–137. https://doi.org/10.1108/IMR-05-2022-0113

Bolton, L. E., & Mattila, A. S. (2015). How does corporate social responsibility affect consumer response to service failure in buyer-seller relationships? *Journal of Retailing*, *91*(1), 140–153. https://doi.org/10.1016/j.jretai.2014.10.001

Bowen, K. T., Musarra, G., & Ou, Y. C. (2022). How and when Narcissism and faith in humanity drive sustainable consumption. *Psychology and Marketing*, *39*(9), 1706–1724. https://doi.org/10.1002/mar.21694

Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., & Gal, D. (2016). The green-feminine stereotype and its effect on sustainable consumption. *Journal of Consumer Research*, *43*(4), 567–582. https://doi.org/10.1093/jcr/ucw044

Brunneder, J., & Dholakia, U. (2018). The self-creation effect: making a product supports its mindful consumption and the consumer’s well-being. *Marketing Letters*, *29*(3), 377–389. https://doi.org/10.1007/s11002-018-9465-6

Bullard, O., & Manchanda, R. V. (2013). Do sustainable products make us prevention focused? *Marketing Letters*, *24*(2), 177–189. https://doi.org/10.1007/s11002-012-9221-2

Cakanlar, A., Nikolova, H., & Nenkov, G. Y. (2023). I Will Be Green for Us: When Consumers Compensate for Their Partners’ Unsustainable Behavior. *Journal of Marketing Research*, *60*(1), 110–129. https://doi.org/10.1177/00222437221108891

Carter, K., Jayachandran, S., & Murdock, M. R. (2021). Building A Sustainable Shelf: The Role of Firm Sustainability Reputation. *Journal of Retailing*, *97*(4), 507–522. https://doi.org/10.1016/j.jretai.2021.03.003

Casalegno, C., Candelo, E., & Santoro, G. (2022). Exploring the antecedents of green and sustainable purchase behaviour: A comparison among different generations. *Psychology and Marketing*, *39*(5), 1007–1021. https://doi.org/10.1002/mar.21637

Casidy, R., & Lie, D. S. (2023). The effects of B2B sustainable brand positioning on relationship outcomes. *Industrial Marketing Management*, *109*, 245–256. https://doi.org/10.1016/j.indmarman.2023.02.006

Casidy, R., & Yan, L. (2022). The effects of supplier B2B sustainability positioning on buyer performance: The role of trust. *Industrial Marketing Management*, *102*, 311–323. https://doi.org/10.1016/j.indmarman.2022.02.005

Catlin, J. R., & Wang, Y. (2013). Recycling gone bad: When the option to recycle increases resource consumption. *Journal of Consumer Psychology*, *23*(1), 122–127. https://doi.org/10.1016/j.jcps.2012.04.001

Cervellon, M. C., & Carey, L. I. (2014). Sustainable, hedonic and efficient: Interaction effects between product properties and consumer reviews on post-experience responses. *European Journal of Marketing*, *48*(7–8), 1375–1394. https://doi.org/10.1108/EJM-07-2012-0392

Chatterjee, S., Chaudhuri, R., Ferraris, A., Sakka, G., & Chaudhuri, S. (2023). Implications of dynamic capabilities on triple bottom line performance after the COVID-19 pandemic: An empirical insight from B2B marketing perspective. *Industrial Marketing Management*, *115*, 240–252. https://doi.org/10.1016/j.indmarman.2023.10.005

Chen, W. F., & Liu, J. (2023). When less is more: Understanding consumers’ responses to minimalist appeals. *Psychology and Marketing*, *40*(10), 2151–2162. https://doi.org/10.1002/mar.21869

Chen, Y., Ghosh, M., Liu, Y., & Zhao, L. (2019). Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from the Hybrid Vehicle Market. *Journal of Marketing Research*, *56*(6), 995–1011. https://doi.org/10.1177/0022243719865898

Chernev, A., & Blair, S. (2021). When Sustainability is Not a Liability: The Halo Effect of Marketplace Morality. *Journal of Consumer Psychology*, *31*(3), 551–569. https://doi.org/10.1002/jcpy.1195

Chernev, A., Blair, S., Böckenholt, U., & Mishra, H. (2024). Is Sustainability a Liability? Green Marketing and Consumer Beliefs About Eco-Friendly Products. *Journal of Public Policy and Marketing*. https://doi.org/10.1177/07439156241264286

Cherrier, H., & Türe, M. (2023). Tensions in the Enactment of Neoliberal Consumer Responsibilization for Waste. *Journal of Consumer Research*, *50*(1), 93–115. https://doi.org/10.1093/jcr/ucac037

Claudy, M. C., & Peterson, M. (2014). Understanding the Underutilization of Urban Bicycle Commuting: A Behavioral Reasoning Perspective. *Journal of Public Policy & Marketing*, *33*(2), 1547–7207.

Collins, C. M., Steg, L., & Koning, M. A. S. (2007). Customers’ values, beliefs on sustainable corporate performance, and buying behavior. *Psychology and Marketing*, *24*(6), 555–577. https://doi.org/10.1002/mar.20173

Cooremans, K., & Geuens, M. (2019). Same but Different: Using Anthropomorphism in the Battle Against Food Waste. *Journal of Public Policy and Marketing*, *38*(2), 232–245. https://doi.org/10.1177/0743915619827941

Cornelissen, G., Pandelaere, M., Warlop, L., & Dewitte, S. (2008). Positive cueing: Promoting sustainable consumer behavior by cueing common environmental behaviors as environmental. *International Journal of Research in Marketing*, *25*(1), 46–55. https://doi.org/10.1016/j.ijresmar.2007.06.002

Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., García-Henche, B., & Núñez-Barriopedro, E. (2024). The impact of corporate social responsibility on consumer brand engagement and purchase intention at fashion retailers. *Psychology and Marketing*, *41*(3), 649–664. https://doi.org/10.1002/mar.21940

Dai, J., Chan, H. K., & Yee, R. W. Y. (2018). Examining moderating effect of organizational culture on the relationship between market pressure and corporate environmental strategy. *Industrial Marketing Management*, *74*, 227–236. https://doi.org/10.1016/j.indmarman.2018.05.003

Das, G., Peloza, J., Varshneya, G., & Green, T. (2021). When do consumers value ethical attributes? The role of perceived quality in gift-giving. *European Journal of Marketing*, *55*(1), 315–335. https://doi.org/10.1108/EJM-02-2019-0202

de Visser-Amundson, A., Peloza, J., & Kleijnen, M. (2021). How Association with Physical Waste Attenuates Consumer Preferences for Rescue-Based Food. *Journal of Marketing Research*, *58*(5), 870–887. https://doi.org/10.1177/00222437211031243

Dixon, D., & Mikolon, S. (2021). Cents of self: How and when self-signals influence consumer value derived from choices of green products. *International Journal of Research in Marketing*, *38*(2), 365–386. https://doi.org/10.1016/j.ijresmar.2020.08.002

Do, K. T., Wang, C. Y., & Guchait, P. (2021). When normative framing saves Mr. Nature: Role of consumer efficacy in proenvironmental adoption. *Psychology and Marketing*, *38*(8), 1340–1362. https://doi.org/10.1002/mar.21486

Du, S., Yu, K., Bhattacharya, C. B., & Sen, S. (2017). The business case for sustainability reporting: Evidence from stock market reactions. *Journal of Public Policy and Marketing*, *36*(2), 313–330. https://doi.org/10.1509/jppm.16.112

Eastman, J. K., Iyer, R., & Dekhili, S. (2021). Can luxury attitudes impact sustainability? The role of desire for unique products, culture, and brand self-congruence. *Psychology and Marketing*, *38*(11), 1881–1894. https://doi.org/10.1002/mar.21546

Edinger-Schons, L. M., Sipilä, J., Sen, S., Mende, G., & Wieseke, J. (2018). Are Two Reasons Better Than One? The Role of Appeal Type in Consumer Responses to Sustainable Products. *Journal of Consumer Psychology*, *28*(4), 644–664. https://doi.org/10.1002/jcpy.1032

Egea, J. M. O., & De Frutos, N. G. (2013). Toward Consumption Reduction: An Environmentally Motivated Perspective. *Psychology and Marketing*, *30*(8), 660–675. https://doi.org/10.1002/mar.20636

Ek Styvén, M., & Mariani, M. M. (2020). Understanding the intention to buy secondhand clothing on sharing economy platforms: The influence of sustainability, distance from the consumption system, and economic motivations. *Psychology and Marketing*, *37*(5), 724–739. https://doi.org/10.1002/mar.21334

Elmor, L., Ramos, G. A., Vieites, Y., Andretti, B., & Andrade, E. B. (2024). Environmental sustainability considerations (or lack thereof) in consumer decision making. *International Journal of Research in Marketing*. https://doi.org/10.1016/j.ijresmar.2024.08.003

Evers, U., Gruner, R. L., Sneddon, J., & Lee, J. A. (2018). Exploring materialism and frugality in determining product end-use consumption behaviors. *Psychology and Marketing*, *35*(12), 948–956. https://doi.org/10.1002/mar.21147

Farmer, A., Breazeale, M., Stevens, J. L., & Waites, S. F. (2017). Eat green, get lean: Promoting sustainability reduces consumption. *Journal of Public Policy and Marketing*, *36*(2), 299–312. https://doi.org/10.1509/jppm.16.087

Foscht, T., Lin, Y., & Eisingerich, A. B. (2018). Blinds up or down?: The influence of transparency, future orientation, and CSR on sustainable and responsible behavior. *European Journal of Marketing*, *52*(3–4), 476–498. https://doi.org/10.1108/EJM-10-2016-0576

Friske, W., Hoelscher, S. A., & Nikolov, A. N. (2023). The impact of voluntary sustainability reporting on firm value: Insights from signaling theory. *Journal of the Academy of Marketing Science*, *51*(2), 372–392. https://doi.org/10.1007/s11747-022-00879-2

Furchheim, P., Martin, C., & Morhart, F. (2020). Being green in a materialistic world: Consequences for subjective well-being. *Psychology and Marketing*, *37*(1), 114–130. https://doi.org/10.1002/mar.21285

Gabel, S., Molitor, D., & Spann, M. (2024). Frontiers: The Effect of an Ad Ban on Retailer Sales: Insights from a Natural Experiment. *Marketing Science*, *43*(4), 723–733. https://doi.org/10.1287/mksc.2023.0019

Garvey, A. M., & Bolton, L. E. (2017). Eco-product choice cuts both ways: How proenvironmental licensing versus reinforcement is contingent on environmental consciousness. *Journal of Public Policy and Marketing*, *36*(2), 284–298. https://doi.org/10.1509/jppm.16.096

Giebelhausen, M., Chun, H. E. H., Cronin, J. J., & Hult, G. T. M. (2016). Adjusting the warm-glow thermostat: How incentivizing participation in voluntary green programs moderates their impact on service satisfaction. *Journal of Marketing*, *80*(4), 56–71. https://doi.org/10.1509/jm.14.0497

Gijsenberg, M. J., & Verhoef, P. C. (2019). Moving Forward: The Role of Marketing in Fostering Public Transport Usage. *Journal of Public Policy and Marketing*, *38*(3), 354–371. https://doi.org/10.1177/0743915619846869

Gleim, M. R., Smith, J. S., Andrews, D., & Cronin, J. J. (2013). Against the Green: A Multi-method Examination of the Barriers to Green Consumption. *Journal of Retailing*, *89*(1), 44–61. https://doi.org/10.1016/j.jretai.2012.10.001

Goedertier, F., Weijters, B., Van den Bergh, J., & Schacht, O. (2024). What does sustainability mean in the minds of consumers? A multi-country panel study. *Marketing Letters*, *35*(2), 317–333. https://doi.org/10.1007/s11002-023-09699-y

Gonzales, G. E., Berry, C., Meng, M. D., & Leary, R. B. (2023). Identifying and Addressing the “Health Halo” Surrounding Plant-Based Meat Alternatives in Limited-Information Environments. *Journal of Public Policy and Marketing*, *42*(3), 242–261. https://doi.org/10.1177/07439156221150919

Halberstadt, J., Niemand, T., Kraus, S., Rexhepi, G., Jones, P., & Kailer, N. (2021). Social entrepreneurship orientation: Drivers of success for start-ups and established industrial firms. *Industrial Marketing Management*, *94*, 137–149. https://doi.org/10.1016/j.indmarman.2020.06.012

Harries, T., Rettie, R., Studley, M., Burchell, K., & Chambers, S. (2013). Is social norms marketing effective?: A case study in domestic electricity consumption. *European Journal of Marketing*, *47*(9), 1458–1475. https://doi.org/10.1108/EJM-10-2011-0568

Hassler, C. M. K., Mende, M., Scott, M. L., & Bolton, L. E. (2024). The Prosocial Ambassador Effect: Adopting an Ambassador Role Increases Sustainable Behavior. *Journal of Marketing*. https://doi.org/10.1177/00222429241265000

Haws, K. L., Winterich, K. P., & Naylor, R. W. (2014). Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. *Journal of Consumer Psychology*, *24*(3), 336–354. https://doi.org/10.1016/j.jcps.2013.11.002

He, C., Ozturk, O. C., Gu, C., & Silva-Risso, J. M. (2021). The end of the express road for hybrid vehicles: Can governments’ green product incentives backfire? *Marketing Science*, *40*(1), 80–100. https://doi.org/10.1287/mksc.2020.1239

Hensen, N., Keeling, D. I., de Ruyter, K., Wetzels, M., & de Jong, A. (2016). Making SENS: exploring the antecedents and impact of store environmental stewardship climate. *Journal of the Academy of Marketing Science*, *44*(4), 497–515. https://doi.org/10.1007/s11747-015-0446-5

Hinnosaar, M. (2022). The Persistence of Healthy Behaviors in Food Purchasing. *Marketing Science*, *42*(3).

Hinsch, C., Tang, Y., & Lund, D. J. (2021). Compulsion and reactance: Why do some green consumers fail to follow through with planned environmental behaviors? *Psychology and Marketing*, *38*(12), 2209–2226. https://doi.org/10.1002/mar.21570

Huang, B., Suri, A., Tezer, A., & Sénécal, S. (2024). This is not mine anymore: The dark side of collaborative consumption. *International Journal of Research in Marketing*. https://doi.org/10.1016/j.ijresmar.2024.05.002

Huang, F., & Wong, V. C. (2024). From Second-Hand to Third-Hand: Reuse and Resale Cycle. *Journal of Consumer Research*, *51*(1), 104–113. https://doi.org/10.1093/jcr/ucad042

Hussain, K., Junaid, M., Javed, M., Ali, M., & Iqbal, A. (2022). Consumer wisdom: a mindful connection between healthy food advertising and obesity prevention. *European Journal of Marketing*, *56*(11), 3032–3053. https://doi.org/10.1108/EJM-08-2021-0645

Inigo, E. A., Ritala, P., & Albareda, L. (2020). Networking for sustainability: Alliance capabilities and sustainability-oriented innovation. *Industrial Marketing Management*, *89*, 550–565. https://doi.org/10.1016/j.indmarman.2019.06.010

Inman, J. J., & Nikolova, H. (2017). Shopper-Facing Retail Technology: A Retailer Adoption Decision Framework Incorporating Shopper Attitudes and Privacy Concerns. *Journal of Retailing*, *93*(1), 7–28. https://doi.org/10.1016/j.jretai.2016.12.006

Jain, S., Basu, S., & Dwivedi, Y. K. (2024). Green brand identity and B2B channel partners’ tactical green marketing orientation: Moderating effect of brand governance. *Industrial Marketing Management*, *119*, 218–237. https://doi.org/10.1016/j.indmarman.2024.04.013

John-Mariadoss, B., Pomirleanu, N., Chennamaneni, P. R., Ganesh Pillai, R., & Zailani, S. (2024). Interactive effects of organizational resources on sustainable product design practices: a resource orchestration perspective. *European Journal of Marketing*, *58*(1), 66–91. https://doi.org/10.1108/EJM-04-2022-0253

Johnson, K. A., Liu, R. L., Minton, E. A., Bartholomew, D. E., Peterson, M., Cohen, A. B., & Kees, J. (2017). U.S. Citizens’ representations of God and support for sustainability policies. *Journal of Public Policy and Marketing*, *36*(2), 362–378. https://doi.org/10.1509/jppm.16.108

Juan, Y. K., Hsu, Y. H., & Xie, X. (2017a). Identifying customer behavioral factors and price premiums of green building purchasing. *Industrial Marketing Management*, *64*, 36–43. https://doi.org/10.1016/j.indmarman.2017.03.004

Juan, Y. K., Hsu, Y. H., & Xie, X. (2017b). Identifying customer behavioral factors and price premiums of green building purchasing. *Industrial Marketing Management*, *64*, 36–43. https://doi.org/10.1016/j.indmarman.2017.03.004

Kapoor, P. S., Balaji, M. S., & Jiang, Y. (2023). Greenfluencers as agents of social change: the effectiveness of sponsored messages in driving sustainable consumption. *European Journal of Marketing*, *57*(2), 533–561. https://doi.org/10.1108/EJM-10-2021-0776

Karman, A., & Lipowski, M. (2024). Switching to sustainable products: The role of time, product, and customer characteristics. *Psychology and Marketing*, *41*(5), 1082–1099. https://doi.org/10.1002/mar.21974

Karmarkar, U. R., & Bollinger, B. (2015). BYOB: How bringing your own shopping bags leads to treating yourself and the environment. *Journal of Marketing*, *79*(4), 1–15. https://doi.org/10.1509/jm.13.0228

Katsikeas, C. S., Leonidou, C. N., & Zeriti, A. (2016). Eco-friendly product development strategy: antecedents, outcomes, and contingent effects. *Journal of the Academy of Marketing Science*, *44*(6), 660–684. https://doi.org/10.1007/s11747-015-0470-5

Kaur, T., & Luchs, M. G. (2022). Mindfulness enhances the values that promote sustainable consumption. *Psychology and Marketing*, *39*(5), 990–1006. https://doi.org/10.1002/mar.21636

Keränen, O., Komulainen, H., Lehtimäki, T., & Ulkuniemi, P. (2021). Restructuring existing value networks to diffuse sustainable innovations in food packaging. *Industrial Marketing Management*, *93*, 509–519. https://doi.org/10.1016/j.indmarman.2020.10.011

Kidwell, B., Farmer, A., & Hardesty, D. M. (2013). Getting liberals and conservatives to go green: Political ideology and congruent appeals. *Journal of Consumer Research*, *40*(2), 350–367. https://doi.org/10.1086/670610

Kim, J., Park, J., & Septianto, F. (2022). The impact of socioeconomic status on preferences for sustainable luxury brands. *Psychology and Marketing*, *39*(8), 1563–1578. https://doi.org/10.1002/mar.21671

König, S., & Maier, E. (2024). The effect of green influencer message characteristics: Framing, construal, and timing. *Psychology and Marketing*, *41*(9), 1979–1996. https://doi.org/10.1002/mar.22021

Kropfeld, M. I., Nepomuceno, M. V., & Dantas, D. C. (2018). The Ecological Impact of Anticonsumption Lifestyles and Environmental Concern. *Journal of Public Policy and Marketing*, *37*(2), 245–259. https://doi.org/10.1177/0743915618810448

Kuanr, A., Pradhan, D., & Chaudhuri, H. R. (2020). I (do not) consume; therefore, I am: Investigating materialism and voluntary simplicity through a moderated mediation model. *Psychology and Marketing*, *37*(2), 260–277. https://doi.org/10.1002/mar.21305

Kumar, V., Jones, E., Venkatesan, R., Leone, R. P., Jones Is Dean, ) Eli, Ourso, E. J., Leone, P., Vaughn, J., Wilson Chair, E. H., Blair, E., Bolton, R., Brown, S., Chonko, L., Krishna-Murthy, P., Slater, S., & Stewart, D. (2011). (electronic) Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? *Journal of Marketing*, *75*, 16–30.

Lee, D. C., & Kim, J. (2024). Feeling younger and acting greener: The impact of subjective age on sustainable consumption. *Psychology and Marketing*. https://doi.org/10.1002/mar.22059

Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). “Greening” the marketing mix: Do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, *41*(2), 151–170. https://doi.org/10.1007/s11747-012-0317-2

Li, L. (2022). Digital transformation and sustainable performance: The moderating role of market turbulence. *Industrial Marketing Management*, *104*, 28–37. https://doi.org/10.1016/j.indmarman.2022.04.007

Li, S. Y., Graul, A. R. H., & Zhu, J. J. (2024). Investigating the disruptiveness of the sharing economy at the individual consumer level: How consumer reflexivity drives re-engagement in sharing. *Journal of the Academy of Marketing Science*, *52*(1), 164–195. https://doi.org/10.1007/s11747-023-00926-6

Li, Y., Wei, L., Zeng, X., & Zhu, J. (2020). Mindfulness in ethical consumption: the mediating roles of connectedness to nature and self-control. *International Marketing Review*, *38*(4), 756–779. https://doi.org/10.1108/IMR-01-2019-0023

Liang, J., & Guo, L. (2021). Gratitude and sustainable consumer behavior: A moderated mediation model of time discounting and connectedness to the future self. *Psychology and Marketing*, *38*(8), 1238–1249. https://doi.org/10.1002/mar.21502

Lu, F. C., & Sinha, J. (2024). How social media usage and the fear of missing out impact minimalistic consumption. *European Journal of Marketing*, *58*(4), 1083–1114. https://doi.org/10.1108/EJM-08-2022-0641

Luchs, M. G., Walker Naylor, R., Irwin, J. R., Raghunathan, R., & Raghunathan is Asso-ciate Professor of Marketing, R. (2010). The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. *Journal of Marketing*, *74*, 18–31.

M. Ross, S., & Kapitan, S. (2018). Balancing self/collective-interest: equity theory for prosocial consumption. *European Journal of Marketing*, *52*(3–4), 528–549. https://doi.org/10.1108/EJM-01-2017-0002

Melnyk, V., van Herpen, E., Fischer, A. R. H., & van Trijp, H. C. M. (2013). Regulatory fit effects for injunctive versus descriptive social norms: Evidence from the promotion of sustainable products. *Marketing Letters*, *24*(2), 191–203. https://doi.org/10.1007/s11002-013-9234-5

Meng, M. D., & Gamlin, J. (2024). Sexually explicit advertisements boost consumer recycling due to moral cleansing goal activation. *Marketing Letters*, *35*(2), 205–218. https://doi.org/10.1007/s11002-023-09689-0

Meng, M. D., & Leary, R. B. (2021). It might be ethical, but I won’t buy it: Perceived contamination of, and disgust towards, clothing made from recycled plastic bottles. *Psychology and Marketing*, *38*(2), 298–312. https://doi.org/10.1002/mar.21323

Meyer, J. H., Friederich, F., Matute, J., & Schwarz, M. (2024). My money—My problem: How fear-of-missing-out appeals can hinder sustainable investment decisions. *Psychology and Marketing*. https://doi.org/10.1002/mar.22077

Minton, E., Lee, C., Orth, U., Kim, C. H., & Kahle, L. (2012). Sustainable marketing and social media. *Journal of Advertising*, *41*(4), 69–84. https://doi.org/10.1080/00913367.2012.10672458

Moes, A., Fransen, M., Verhagen, T., & Fennis, B. (2022). A good reason to buy: Justification drives the effect of advertising frames on impulsive socially responsible buying. *Psychology and Marketing*, *39*(12), 2260–2272. https://doi.org/10.1002/mar.21733

Mookerjee, S., Cornil, Y., & Hoegg, J. A. (2021). From Waste to Taste: How “Ugly” Labels Can Increase Purchase of Unattractive Produce. *Journal of Marketing*, *85*(3), 62–77. https://doi.org/10.1177/0022242920988656

Mulcahy, R. F., McAndrew, R., Russell-Bennett, R., & Iacobucci, D. (2021). “Game on!” Pushing consumer buttons to change sustainable behavior: a gamification field study. *European Journal of Marketing*, *55*(10), 2593–2619. https://doi.org/10.1108/EJM-05-2020-0341

Mullick, S., Raassens, N., Haans, H., & Nijssen, E. J. (2021). Reducing food waste through digital platforms: A quantification of cross-side network effects. *Industrial Marketing Management*, *93*, 533–544. https://doi.org/10.1016/j.indmarman.2020.09.021

Muncy, J. A., & Iyer, R. (2020). The impact of the implicit theories of social optimism and social pessimism on macro attitudes towards consumption. *Psychology and Marketing*, *37*(2), 216–231. https://doi.org/10.1002/mar.21304

Nickerson, D., Lowe, M., Pattabhiramaiah, A., & Sorescu, A. (2022). The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. *Journal of Marketing*, *86*(2), 5–28. https://doi.org/10.1177/00222429211044155

Oh, H., Bae, J., Bae, J., Lim, J., & Zhang, Y. (2016). Marketing spending, firm visibility, and asymmetric stock returns of corporate social responsibility strengths and concerns. *European Journal of Marketing*, *50*(5–6), 838–862. https://doi.org/10.1108/EJM-05-2015-0290

Olsen, M. C., Slotegraaf, R. J., & Chandukala, S. R. (2014). *Green Claims and Message Frames: How Green New Products Change Brand Attitude*.

Olson, E. L. (2013). It’s not easy being green: The effects of attribute tradeoffs on green product preference and choice. *Journal of the Academy of Marketing Science*, *41*(2), 171–184. https://doi.org/10.1007/s11747-012-0305-6

Paharia, N. (2020). Who Receives Credit or Blame? The Effects of Made-to-Order Production on Responses to Unethical and Ethical Company Production Practices. *Journal of Marketing*, *84*(1), 88–104. https://doi.org/10.1177/0022242919887161

Palmié, M., Boehm, J., Friedrich, J., Parida, V., Wincent, J., Kahlert, J., Gassmann, O., & Sjödin, D. (2021). Startups versus incumbents in ‘green’ industry transformations: A comparative study of business model archetypes in the electrical power sector. *Industrial Marketing Management*, *96*, 35–49. https://doi.org/10.1016/j.indmarman.2021.04.003

Pantano, E., & Stylos, N. (2020). The Cinderella moment: Exploring consumers’ motivations to engage with renting as collaborative luxury consumption mode. *Psychology and Marketing*, *37*(5), 740–753. https://doi.org/10.1002/mar.21345

Panzone, L. A., Tocco, B., Brečić, R., & Gorton, M. (2024). Healthy foods, healthy sales? Cross-category effects of a loyalty program promoting sales of fruit and vegetables. *Journal of Retailing*, *100*(1), 85–103. https://doi.org/10.1016/j.jretai.2023.12.002

Panzone, L. A., Ulph, A., Hilton, D., Gortemaker, I., & Tajudeen, I. A. (2021). Sustainable by Design: Choice Architecture and the Carbon Footprint of Grocery Shopping. *Journal of Public Policy and Marketing*, *40*(4), 463–486. https://doi.org/10.1177/07439156211008898

Pekovic, S., & Rolland, S. (2016). Customer orientation and firm’s business performance: A moderated mediation model of environmental customer innovation and contextual factors. *European Journal of Marketing*, *50*(12), 2162–2191. https://doi.org/10.1108/EJM-08-2015-0584

Peloza, J., White, K., & Shang, J. (2013). Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes. *Journal of Marketing*, *77*, 104–119.

Peter, P. C., & Honea, H. (2012). Targeting Social Messages with Emotions of Change: The Call for Optimism. *Journal of Public Policy & Marketing*, *31*(2), 1547–7207.

Pichierri, M., & Pino, G. (2023). Less saturated, more eco-friendly: Color saturation and consumer perception of product sustainability. *Psychology and Marketing*, *40*(9), 1830–1849. https://doi.org/10.1002/mar.21858

Pozharliev, R., De Angelis, M., Rossi, D., Bagozzi, R., & Amatulli, C. (2023). I might try it: Marketing actions to reduce consumer disgust toward insect-based food. *Journal of Retailing*, *99*(1), 149–167. https://doi.org/10.1016/j.jretai.2022.12.003

Ramirez, E., Jiménez, F. R., & Gau, R. (2015). Concrete and abstract goals associated with the consumption of environmentally sustainable products. *European Journal of Marketing*, *49*(9–10), 1645–1665. https://doi.org/10.1108/EJM-08-2012-0483

Reczek, R. W., Irwin, J. R., Zane, D. M., & Ehrich, K. R. (2018). That’s Not How i Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information. *Journal of Consumer Research*, *45*(1), 185–207. https://doi.org/10.1093/jcr/ucx120

Reppmann, M., Harms, S., Edinger-Schons, L. M., & Foege, J. N. (2024). Activating the sustainable consumer:The role of customer involvement in corporate sustainability. *Journal of the Academy of Marketing Science*. https://doi.org/10.1007/s11747-024-01036-7

Richey, R. G., Musgrove, C. F., Gillison, S. T., & Gabler, C. B. (2014). The effects of environmental focus and program timing on green marketing performance and the moderating role of resource commitment. *Industrial Marketing Management*, *43*(7), 1246–1257. https://doi.org/10.1016/j.indmarman.2014.06.014

Ross, G. R., Meloy, M. G., & Bolton, L. E. (2021). Disorder and Downsizing. *Journal of Consumer Research*, *47*(6), 959–977. https://doi.org/10.1093/jcr/ucaa051

Rowe, Z. O., Wilson, H. N., Dimitriu, R., Charnley, F. J., & Lastrucci, G. (2019). Pride in my past: Influencing sustainable choices through behavioral recall. *Psychology and Marketing*, *36*(4), 276–286. https://doi.org/10.1002/mar.21178

Royo, M., Chulvi, V., Mulet, E., & Galán, J. (2018). Users’ reactions captured by means of an EEG headset on viewing the presentation of sustainable designs using verbal narrative. *European Journal of Marketing*, *52*(1–2), 159–181. https://doi.org/10.1108/EJM-12-2016-0837

Ryoo, Y., Hyun, N. K., & Sung, Y. (2017). The Effect of Descriptive Norms and Construal Level on Consumers’ Sustainable Behaviors. *Journal of Advertising*, *46*(4), 536–549. https://doi.org/10.1080/00913367.2017.1396514

Salnikova, E., Strizhakova, Y., & Coulter, R. A. (2022). Engaging Consumers with Environmental Sustainability Initiatives: Consumer Global–Local Identity and Global Brand Messaging. *Journal of Marketing Research*, *59*(5), 983–1001. https://doi.org/10.1177/00222437221078522

Sangwan, V., Maity, M., Tripathi, S., & Chakraborty, A. (2024). From discomfort to desirable: The effect of embarrassment on prosocial consumption. *Psychology and Marketing*, *41*(8), 1820–1832. https://doi.org/10.1002/mar.22012

Sarkar, J. G., Sarkar, A., Dwivedi, Y. K., & Balaji, M. S. (2022). Sweat it for sustainability: Impact of physical activity/exercise on sustainable consumption. *Psychology and Marketing*, *39*(11), 2184–2199. https://doi.org/10.1002/mar.21722

Sekhon, T. S., & Armstrong Soule, C. A. (2020). Conspicuous anticonsumption: When green demarketing brands restore symbolic benefits to anticonsumers. *Psychology and Marketing*, *37*(2), 278–290. https://doi.org/10.1002/mar.21299

Septianto, F., Seo, Y., & Zhao, F. (2022). The Effects of Competence and Warmth Appeals on Luxury and Sustainable Brand Advertising: The Moderating Role of Construal Level. *Journal of Advertising*, *51*(3), 369–384. https://doi.org/10.1080/00913367.2021.1921633

Sharma, A., Borah, S. B., Haque, T., & Adhikary, A. (2024). Engaging customers and suppliers for environmental sustainability: Investigating the drivers and the effects on firm performance. *Journal of the Academy of Marketing Science*. https://doi.org/10.1007/s11747-023-00995-7

Sharma, A., Borah, S. B., & Moses, A. C. (2023). Achieving social and economic sustainability through innovations in transformative services: A case of healthcare organizations in an emerging market. *Journal of the Academy of Marketing Science*. https://doi.org/10.1007/s11747-023-00968-w

Simpson, B. J. K., & Radford, S. K. (2014). Situational variables and sustainability in multi-attribute decision-making. *European Journal of Marketing*, *48*(5–6), 1046–1069. https://doi.org/10.1108/EJM-04-2012-0219

Sipilä, J., Alavi, S., Marie Edinger-Schons, L., Dörfer, S., & Schmitz, C. (n.d.). *Corporate social responsibility in luxury contexts: potential pitfalls and how to overcome them*. https://doi.org/10.1007/s11747-020-00755-x/Published

Sokolova, T., Krishna, A., & Döring, T. (2023). Paper Meets Plastic: The Perceived Environmental Friendliness of Product Packaging. *Journal of Consumer Research*, *50*(3), 468–491. https://doi.org/10.1093/jcr/ucad008

Steenis, N. D., van Herpen, E., van der Lans, I. A., & van Trijp, H. C. M. (2023). Partially Green, Wholly Deceptive? How Consumers Respond to (In)Consistently Sustainable Packaged Products in the Presence of Sustainability Claims. *Journal of Advertising*, *52*(2), 159–178. https://doi.org/10.1080/00913367.2022.2047841

Stekelorum, R., Laguir, I., & Elbaz, J. (2020). Cooperation with international NGOs and supplier assessment: Investigating the multiple mediating role of CSR activities in SMEs. *Industrial Marketing Management*, *84*, 50–62. https://doi.org/10.1016/j.indmarman.2019.04.001

Strizhakova, Y., & Coulter, R. A. (2013). The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity. *International Journal of Research in Marketing*, *30*(1), 69–82. https://doi.org/10.1016/j.ijresmar.2012.08.003

Sugai, P. (2005). Mapping the mind of the mobile consumer across borders: An application of the Zaltman metaphor elicitation technique. *International Marketing Review*, *22*(6), 641–657. https://doi.org/10.1108/02651330510630267

Suher, J., Szocs, C., & Koert Van Ittersum, &. (n.d.). *When imperfect is preferred: the differential effect of aesthetic imperfections on choice of processed and unprocessed foods*. https://doi.org/10.1007/s11747-021-00783-1/Published

Sun, J. J., Bellezza, S., & Paharia, N. (2021). Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption. *Journal of Marketing*, *85*(3), 28–43. https://doi.org/10.1177/0022242921993172

Sun, M., & Trudel, R. (2017). The effect of recycling versus trashing on consumption: Theory and experimental evidence. *Journal of Marketing Research*, *54*(2), 293–305. https://doi.org/10.1509/jmr.15.0574

Szocs, C., Williamson, S., & Mills, A. (2022). Contained: why it’s better to display some products without a package We focus primarily on the effects of packaging in the context. *Journal of the Academy of Marketing Science*, *50*, 131–146. https://doi.org/10.1007/s11747-021-00800-3/Published

Tal, A., Gvili, Y., & Amar, M. (2022). The influence of companies’ moral associations on the product consumption experience: The role of moral disgust. *Psychology and Marketing*, *39*(10), 1871–1887. https://doi.org/10.1002/mar.21704

Tang, Y., Felix, R., & Hinsch, C. (2024). Ritual and environmental ineffectiveness: How psychological ownership of community drives environmental behavior. *Psychology and Marketing*, *41*(4), 860–879. https://doi.org/10.1002/mar.21955

Tangari, A. H., Burton, S., & Smith, R. J. (2015). Now that’s a Bright Idea: The Influence of Consumer Elaboration and Distance Perceptions on Sustainable Choices. *Journal of Retailing*, *91*(3), 410–421. https://doi.org/10.1016/j.jretai.2015.05.002

Tanner, C., & Kast, S. W. (2003). Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers. *Psychology and Marketing*, *20*(10), 883–902. https://doi.org/10.1002/mar.10101

Tarabashkina, L., Devine, A., & Quester, P. G. (2022). Encouraging product reuse and upcycling via creativity priming, imagination and inspiration. *European Journal of Marketing*, *56*(7), 1956–1984. https://doi.org/10.1108/EJM-06-2020-0442

Tari, A., & Trudel, R. (2024). Affording Disposal Control: The Effect of Circular Take-Back Programs on Psychological Ownership and Valuation. *Journal of Marketing*, *88*(3), 110–126. https://doi.org/10.1177/00222429231196576

Techawachirakul, M., Pathak, A., Motoki, K., & Calvert, G. A. (2023). Negative halo effects of sustainable packaging. *Psychology and Marketing*, *40*(12), 2627–2641. https://doi.org/10.1002/mar.21891

Testa, F., Russo, M. V., Cornwell, T. B., McDonald, A., & Reich, B. (2018). Social sustainability as buying local: Effects of soft policy, meso-level actors, and social influences on purchase intentions. *Journal of Public Policy and Marketing*, *37*(1), 152–166. https://doi.org/10.1509/jppm.16.215

Tezer, A., & Bodur, H. O. (2021). The greenconsumption effect: How using green products improves consumption experience. *Journal of Consumer Research*, *47*(1), 25–39. https://doi.org/10.1093/JCR/UCZ045

Tezer, A., Philp, M., & Suri, A. (2023). The greenguard effect: When and why consumers react less negatively following green product failures. *Journal of the Academy of Marketing Science*. https://doi.org/10.1007/s11747-023-00991-x

Thøgersen, J., Haugaard, P., & Olesen, A. (2010). Consumer responses to ecolabels. *European Journal of Marketing*, *44*(11), 1787–1810. https://doi.org/10.1108/03090561011079882

Thürridl, C., & Mattison Thompson, F. (2023). Making brand activism successful: How advice-giving can boost support behavior and reap benefits for the brand. *Marketing Letters*, *34*(4), 685–696. https://doi.org/10.1007/s11002-023-09677-4

Tofighi, M., Grohmann, B., & Bodur, H. O. (2020). Ethical attribute and brand concept congruity enhances brand evaluations. *European Journal of Marketing*, *54*(1), 79–108. https://doi.org/10.1108/EJM-02-2018-0104

Trudel, R., Arg, J. J., & Meng, M. D. (2016). The recycled self: Consumers’ disposal decisions of identity-linked products. *Journal of Consumer Research*, *43*(2), 246–264. https://doi.org/10.1093/jcr/ucw014

Tzanidis, T., Magni, D., Scuotto, V., & Maalaoui, A. (2024). B2B green marketing strategies for European firms: Implications for people, planet and profit. *Industrial Marketing Management*, *117*, 481–492. https://doi.org/10.1016/j.indmarman.2024.01.018

Urien, B., & Kilbourne, W. (2011). Generativity and self-enhancement values in eco-friendly behavioral intentions and environmentally responsible consumption behavior. *Psychology and Marketing*, *28*(1), 69–90. https://doi.org/10.1002/mar.20381

van der Wal, A. J., van Horen, F., & Grinstein, A. (2016). The paradox of “green to be seen”: Green high-status shoppers excessively use (branded) shopping bags. *International Journal of Research in Marketing*, *33*(1), 216–219. https://doi.org/10.1016/j.ijresmar.2015.11.004

van der Wal, A. J., van Horen, F., & Grinstein, A. (2018). Temporal myopia in sustainable behavior under uncertainty. *International Journal of Research in Marketing*, *35*(3), 378–393. https://doi.org/10.1016/j.ijresmar.2018.03.006

van Doorn, J., Risselada, H., Rizio, S. M., & Ye, M. (2024). (Un)intended spillovers of green government policies: The case of plastic regulations. *Journal of the Academy of Marketing Science*. https://doi.org/10.1007/s11747-024-01041-w

Van Doorn, J., & Verhoef, P. C. (2011). Willingness to pay for organic products: Differences between virtue and vice foods. *International Journal of Research in Marketing*, *28*(3), 167–180. https://doi.org/10.1016/j.ijresmar.2011.02.005

Van Doorn, J., & Verhoef, P. C. (2015). Drivers of and Barriers to Organic Purchase Behavior. *Journal of Retailing*, *91*(3), 436–450. https://doi.org/10.1016/j.jretai.2015.02.003

van Herpen, E., van Nierop, E., & Sloot, L. (2012). The relationship between in-store marketing and observed sales for organic versus fair trade products. *Marketing Letters*, *23*(1), 293–308. https://doi.org/10.1007/s11002-011-9154-1

Vesal, M., Siahtiri, V., & O’Cass, A. (2021). Strengthening B2B brands by signalling environmental sustainability and managing customer relationships. *Industrial Marketing Management*, *92*, 321–331. https://doi.org/10.1016/j.indmarman.2020.02.024

Wallach, K. A., & Popovich, D. (2023). Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts. *Journal of Public Policy and Marketing*, *42*(2), 187–202. https://doi.org/10.1177/07439156221138755

Wan, C., Lee, D., & Ng, P. (2024). The role of anthropomorphism and racial homophily of virtual influencers in encouraging low- versus high-cost pro-environmental behaviors. *Psychology and Marketing*, *41*(8), 1833–1853. https://doi.org/10.1002/mar.22013

Wan, J., & Aggarwal, P. (2024). A second life for second-hand products: the role of anthropomorphism and taboo trade-offs. *European Journal of Marketing*, *58*(13), 184–204. https://doi.org/10.1108/EJM-05-2023-0316

Wang, T., Mukhopadhyay, A., & Patrick, V. M. (2017). Getting consumers to recycle now! When and why cuteness appeals influence prosocial and sustainable behavior. *Journal of Public Policy and Marketing*, *36*(2), 269–283. https://doi.org/10.1509/jppm.16.089

Wang, W., Krishna, A., & McFerran, B. (2017). Turning off the lights: Consumers’ environmental efforts depend on visible efforts of firms. *Journal of Marketing Research*, *54*(3), 478–494. https://doi.org/10.1509/jmr.14.0441

Wei, Y., & Pujari, D. (2023). Does buying green pay off? Stock market reactions to green acquisitions. *Industrial Marketing Management*, *114*, 137–151. https://doi.org/10.1016/j.indmarman.2023.08.001

Weijters, B., Deltomme, B., Gorissen, K., & Baumgartner, H. (2024). Measuring latent individual difference variables with a conjoint design and structural equation modeling. *Marketing Letters*, *35*(2), 245–257. https://doi.org/10.1007/s11002-023-09695-2

White, K., Simpson, B., Argo, J., Dahl, D. W., Dunn, L., Hoegg, J., & Peloza, J. (2013). When Do (and Don’t) Normative Appeals Influence Sustainable Consumer Behaviors? *Journal of Marketing*, *77*, 78–95.

White, K., Simpson, B., & Argo, J. J. (2014). The Motivating Role of Dissociative Out-Groups in Encouraging Positive Consumer Behaviors. *Journal of Marketing Research*, *LI*, 433–447.

Whittaker, L., Russell-Bennett, R., & Mulcahy, R. (2021). Reward-based or meaningful gaming? A field study on game mechanics and serious games for sustainability. *Psychology and Marketing*, *38*(6), 981–1000. https://doi.org/10.1002/mar.21476

Wilken, R., Schmitt, J., Dost, F., & Bürgin, D. (2024). Does the presentation of true costs at the point of purchase nudge consumers toward sustainable product options? *Marketing Letters*. https://doi.org/10.1007/s11002-023-09713-3

Winterich, K. P., Nenkov, G. Y., & Gonzales, G. E. (2019). Knowing What It Makes: How Product Transformation Salience Increases Recycling. *Journal of Marketing*, *83*(4), 21–37. https://doi.org/10.1177/0022242919842167

Wood, S., Hartigan, P., & Billimoria, J. (2012). Prone to Progress: Using Personality to Identify Supporters of Innovative Social Entrepreneurship The greatest challenge for social entrepreneurs lies in persuad-ing all other actors to reinforce and support them. *Journal of Public Policy & Marketing*, *31*(1), 1547–7207.

Xu, H., & Bolton, L. E. (2024). How Do Consumers React to Production Waste? *Journal of Consumer Research*, *51*(2), 212–237. https://doi.org/10.1093/jcr/ucad060

Xu, L., Zhao, S., Cotte, J., & Cui, N. (2023). Cyclical Time Is Greener: The Impact of Temporal Perspective on Pro-Environmental Behavior. *Journal of Consumer Research*, *50*(4), 722–741. https://doi.org/10.1093/jcr/ucad016

Yan, L., Keh, H. T., & Chen, J. (2021). Assimilating and Differentiating: The Curvilinear Effect of Social Class on Green Consumption. *Journal of Consumer Research*, *47*(6), 914–936. https://doi.org/10.1093/jcr/ucaa041

Yan, L., Keh, H. T., & Murray, K. B. (2024). Feeling the values: How pride and awe differentially enhance consumers’ sustainable behavioral intentions. *Journal of the Academy of Marketing Science*, *52*(1), 75–96. https://doi.org/10.1007/s11747-023-00928-4

Yan, L., & Murray, K. B. (2023). The motivational dynamics of arousal and values in promoting sustainable behavior: A cognitive energetics perspective. *International Journal of Research in Marketing*, *40*(3), 679–699. https://doi.org/10.1016/j.ijresmar.2022.12.004

Ye, J., Dong, B., & Lee, J. Y. (2017). The long-term impact of service empathy and responsiveness on customer satisfaction and profitability: a longitudinal investigation in a healthcare context. *Marketing Letters*, *28*(4), 551–564. https://doi.org/10.1007/s11002-017-9429-2

Yu, X., Tao, Y., Wang, D., & Yang, M. M. (2022). Disengaging pro-environmental values in B2B green buying decisions: Evidence from a conjoint experiment. *Industrial Marketing Management*, *105*, 240–252. https://doi.org/10.1016/j.indmarman.2022.05.020

Zane, D. M., Irwin, J. R., & Reczek, R. W. (2016). Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others. *Journal of Consumer Psychology*, *26*(3), 337–349. https://doi.org/10.1016/j.jcps.2015.10.002

Zhang, J., Sheng, S., & Xu, X. (2023). How perceived life control shapes sustainable consumption: The role of outcome efficacy. *Psychology and Marketing*, *40*(4), 735–749. https://doi.org/10.1002/mar.21783

Zhang, L., Wu, J., Chen, H., & Nguyen, B. (2020). Does one bad apple ruin a firm’s green brand image? Examining frontline service employees’ environmentally irresponsible behaviors. *European Journal of Marketing*, *54*(10), 2501–2521. https://doi.org/10.1108/EJM-11-2019-0844

Zhang, M., Zeng, W., Tse, Y. K., Wang, Y., & Smart, P. (2021). Examining the antecedents and consequences of green product innovation. *Industrial Marketing Management*, *93*, 413–427. https://doi.org/10.1016/j.indmarman.2020.03.028

Zhang, R., Ma, Q., & Guan, D. (2023). The impact of financial scarcity on green consumption: Sequential mediating effects of anxiety and self-efficacy. *Psychology and Marketing*, *40*(6), 1162–1178. https://doi.org/10.1002/mar.21801

Zhang, W., Chintagunta, P. K., & Kalwani, M. U. (2021). Social Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China. *Journal of Marketing*, *85*(3), 10–27. https://doi.org/10.1177/0022242920985784

(Abadie et al., 2024; Acuti et al., 2023; Amatulli et al., 2020, 2021; Antonetti & Maklan, 2014; Baker et al., 2016; Balabanis et al., 2024; Balderjahn et al., 2023; Behl et al., 2024; Bolton & Mattila, 2015; Bowen et al., 2022; Brough et al., 2016; Brunneder & Dholakia, 2018; Bullard & Manchanda, 2013; Cakanlar et al., 2023; Carter et al., 2021; Casalegno et al., 2022; Casidy & Lie, 2023; Casidy & Yan, 2022; Catlin & Wang, 2013; Cervellon & Carey, 2014; Chatterjee et al., 2023; W. F. Chen & Liu, 2023; Y. Chen et al., 2019; Chernev et al., 2024; Chernev & Blair, 2021; Cherrier & Türe, 2023; Claudy & Peterson, 2014; Collins et al., 2007; Cooremans & Geuens, 2019; Cornelissen et al., 2008; Cuesta-Valiño et al., 2024; Dai et al., 2018; Das et al., 2021; de Visser-Amundson et al., 2021; Dixon & Mikolon, 2021; Do et al., 2021; Du et al., 2017; Eastman et al., 2021; Edinger-Schons et al., 2018; Egea & De Frutos, 2013; Ek Styvén & Mariani, 2020; Elmor et al., 2024; Evers et al., 2018; Farmer et al., 2017; Foscht et al., 2018; Friske et al., 2023; Furchheim et al., 2020; Gabel et al., 2024; Garvey & Bolton, 2017; Giebelhausen et al., 2016; Gijsenberg & Verhoef, 2019; Gleim et al., 2013; Goedertier et al., 2024; Gonzales et al., 2023; Halberstadt et al., 2021; Harries et al., 2013; Hassler et al., 2024; Haws et al., 2014; He et al., 2021; Hensen et al., 2016; Hinnosaar, 2022; Hinsch et al., 2021; B. Huang et al., 2024; F. Huang & Wong, 2024; Hussain et al., 2022; Inigo et al., 2020; Inman & Nikolova, 2017; Jain et al., 2024; John-Mariadoss et al., 2024; Johnson et al., 2017; Juan et al., 2017a, 2017b; Kapoor et al., 2023; Karman & Lipowski, 2024; Karmarkar & Bollinger, 2015; Katsikeas et al., 2016; Kaur & Luchs, 2022; Keränen et al., 2021; Kidwell et al., 2013; Kim et al., 2022; König & Maier, 2024; Kropfeld et al., 2018; Kuanr et al., 2020; Kumar et al., 2011; Lee & Kim, 2024; Leonidou et al., 2013; L. Li, 2022; S. Y. Li et al., 2024; Y. Li et al., 2020; Liang & Guo, 2021; Lu & Sinha, 2024; Luchs et al., 2010; M. Ross & Kapitan, 2018; Melnyk et al., 2013; Meng & Gamlin, 2024; Meng & Leary, 2021; Meyer et al., 2024; Minton et al., 2012; Moes et al., 2022; Mookerjee et al., 2021; Mulcahy et al., 2021; Mullick et al., 2021; Muncy & Iyer, 2020; Nickerson et al., 2022; Oh et al., 2016; Olsen et al., 2014; Olson, 2013; Paharia, 2020; Palmié et al., 2021; Pantano & Stylos, 2020; Panzone et al., 2021, 2024; Pekovic & Rolland, 2016; Peloza et al., 2013; Peter & Honea, 2012; Pichierri & Pino, 2023; Pozharliev et al., 2023; Ramirez et al., 2015; Reczek et al., 2018; Reppmann et al., 2024; Richey et al., 2014; Ross et al., 2021; Rowe et al., 2019; Royo et al., 2018; Ryoo et al., 2017; Salnikova et al., 2022; Sangwan et al., 2024; Sarkar et al., 2022; Sekhon & Armstrong Soule, 2020; Septianto et al., 2022; Sharma et al., 2023, 2024; Simpson & Radford, 2014; Sipilä et al., n.d.; Sokolova et al., 2023; Steenis et al., 2023; Stekelorum et al., 2020; Strizhakova & Coulter, 2013; Sugai, 2005; Suher et al., n.d.; J. J. Sun et al., 2021; M. Sun & Trudel, 2017; Szocs et al., 2022; Tal et al., 2022; Tang et al., 2024; Tangari et al., 2015; Tanner & Kast, 2003; Tarabashkina et al., 2022; Tari & Trudel, 2024; Techawachirakul et al., 2023; Testa et al., 2018; Tezer et al., 2023; Tezer & Bodur, 2021; Thøgersen et al., 2010; Thürridl & Mattison Thompson, 2023; Tofighi et al., 2020; Trudel et al., 2016; Tzanidis et al., 2024; Urien & Kilbourne, 2011; van der Wal et al., 2016, 2018; van Doorn et al., 2024; Van Doorn & Verhoef, 2011, 2015; van Herpen et al., 2012; Vesal et al., 2021; Wallach & Popovich, 2023; C. Wan et al., 2024; J. Wan & Aggarwal, 2024; T. Wang et al., 2017; W. Wang et al., 2017; Wei & Pujari, 2023; Weijters et al., 2024; White et al., 2013, 2014; Whittaker et al., 2021; Wilken et al., 2024; Winterich et al., 2019; Wood et al., 2012; H. Xu & Bolton, 2024; L. Xu et al., 2023; Yan et al., 2021, 2024; Yan & Murray, 2023; Ye et al., 2017; Yu et al., 2022; Zane et al., 2016; J. Zhang et al., 2023; L. Zhang et al., 2020; M. Zhang et al., 2021; R. Zhang et al., 2023; W. Zhang et al., 2021)